

MEMORANDUM

Date December 18, 1984

From Gail Cameron

To Taft Tong cc: V. Mayer, R. Keller

Subject Preliminary availability check for 9 names for Raffles Cigarette Project

Each of the names was checked for conflicts in two databases:

- 1) Trademarkscan - contains all federally registered trademarks (and applications) currently on file with the U.S. Patent and Trademark Office in Washington.
- 2) Dun & Bradstreet Market Identifiers - lists all U.S. companies with either 10 or more employees or more than \$1 million in sales.

The names were checked for conflicts in the following categories:

Trademarkscan

Class 8 - Smokers' Articles
Class 17 - Tobacco Products

Dun & Bradstreet

Tobacco Manufacturers

Please keep in mind that this is not a legal search of each name's availability. The purpose is to discover and weed out obvious conflicts, and to give the naming team an idea of the relative "popularity" of each name in the categories searched.

Although I have summarized the outcome of the search for each name, I recommend that you review in detail the complete listing of conflicts (attached) for a better idea of how the names are being used. Please call me if you have any questions.

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Search Results

All the names except Silverado are already trademarked for cigarette products by the following companies (date of first use in parentheses):

American Tobacco Co., NY

Essex (1965)
Malibu Thins (1967)

Brown and Williamson Tobacco Co., Louisville, KY

Dover (1961)
Breeze (1961)
Avalon (1921)

Phillip Morris

Blue Ridge (1958)
Shannon (1974)

Universal Cigar Corp., NY

Casa Marina (1920) (Cigars, Cigarettes, Smoking Tobacco)

Silverado is the only name which appears to be available for use (other than Blue Ridge and Shannon, which are already owned by Phillip Morris).

Marina is probably too close to the cigarette Casa Marina, but that judgment would have to be made by a trademark lawyer.

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